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UNCLAS SECTION 01 OF 03 ULAANBAATAR 000438

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E.O. 12958: N/A

TAGS: PGOV CVIS SCUL EINV AMGT PREL MG

SUBJECT: 164-Foot Genghis Khan with Laser Eyes to Tower Over Niagara Falls?

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¶1. (SBU) SUMMARY AND COMMENT: If Mongolian promoters have their way, a 164-foot tall statue of Genghis Khan with laser eyes may soon tower over the base of Niagara Falls. Per the promoters, supporting the project, there will be cheap, direct flights between Ulaanbaatar and Niagara Falls, both to carry cargo for foreign miners here and to ferry over the many Mongolians who would henceforth work at Niagara Falls. A U.S. press report available on the Internet suggests Niagara Falls officials are taking at least some parts of the proposal seriously. Extensive excerpts in para 4 from the project's "Executive Summary" allow readers to form their own opinion of the project's commercial viability. Post provides information on this proposal partly seriously because some aspects are apparently being actively pursued and partly tongue-in-cheek. In any case, you read it here first. END SUMMARY AND COMMENT.

¶2. (SBU) More than one section of the Embassy has recently been approached to gain our assistance in promoting a project to build a Mongolian Cultural Village (MCV) at Niagara Falls. The lead person in these approaches has these qualifications:

-- Prominent opposition Member of Parliament  
-- Wealthy businessman and owner of a major Ulaanbaatar hotel  
-- Ineligible for a visa due to alien smuggling allegations  
-- Widely believed to be linked to Russian organized crime  
-- According to multiple credible reports, last summer the MP personally beat up the President's Foreign Policy Advisor (FPA), who is also a leading member of the Mongolian People's Revolutionary Party (MPRP, the majority ruling party) Youth Wing, ostensibly over "differences in views" over the bank in which both are shareholders. The cause was the FPA's refusal to sell the MP his shares in a Mongolian bank which the MP had decided he wanted to own more of. There were no apparent repercussions for the MP, but our colleague the FPA lost a few teeth and wore dark glasses for a while to camouflage his black eye.

13. (U) Press reports indicate that the Ulaanbaatar Mayor, a member of the ruling MPRP, visited Niagara Falls last year and met with key officials there to talk up the project. According to an enthusiastically written article that appeared in the October 3, 2006, edition of the Niagara Falls Reporter, the Mayor found common cause with Niagara Falls Redevelopment Executive Vice President. The article reported the UB Mayor as saying that the purpose of the cultural center and increased air links "would be to improve conditions in my country and in Niagara," and added, the Executive VP "is a man who it is possible to trust." The Reporter also quoted a NY State Senator, who described the plan as "fantastic."

14. (U) Begin extracts from the project proposal's Executive Summary (cross our hearts, we've typed carefully, except for our parenthetical notes the following is exactly as received, letter for letter):

The MCV set-up will comprise of 5 parts:

-- 1. Monument of Chinggis Khaan (note: Genghis Khan) on the Horse Back

A 50 meters high statue of chinggis khan on the horse-back constructed in steel overlooking the falls, it will house stairs and elevators to take tourist to the top where one can view the falls, Canada and the beautiful landscape that surrounds it. The viewing gallery from the head of the horse will have coin operated binoculars and the eyes of chinggis khan will feature laser lights shooting over the falls at night. The base of the statue will have a souvenir shop featuring replicas of the monuments and handmade handicraft from Mongolia, a history museum of the secret history of the great Mongol, Mongolian fast food outlets, Chinggis Khaan Military Museum, public toilets and a rest area. The whole monument will be lighted up in the night to give a fantastic view for tourist

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visiting the falls during the night and the weekend fire-work display.

-- 2. 13th Century Mongolian National Park

This park will feature the lifestyle of the Mongolian people living during this era, there will be actual Mongolians living in this park, their homes, clothing, their utensils and livestock. They will also be producing from scratch their felt cloth from raw materials, milk products, handicraft, weapons, armored uniforms, etc... visitor can fully enjoy the culture of the Mongolian people during the 13th Century and forget the world outside the moment they step in. Here visitors can enjoy horse riding, archery, camel riding and enjoy choreographed shows depicting the life of chinggis khan and his followers. Sip into the homemade alcoholic beverages and witness the making of it. Its will also feature live Sharman in-trans and display of live horses from around the world. Visitors can participate in games played during that era by the kings.

-- 3. Asian Calendary Site "Buddhist Park"

Here visitors will enjoy a spectacular view of 30 meters tall golden statue of Buddha "Martyred" Goddess of future, on the foot of the statue will feature an Asian cuisine restaurant that seats 200 seats... The back of the statue will have a fairies wheel commuting tourists for a bird-eye view of the surrounding landscape, the 12 wagons that don the fairies wheel will each feature animal from the ancient lunar calendar. Here visitors can get their palm read by famous lama from Mongolia, experience Buddhist culture in the Buddhist library, get treated traditionally by ancient styled acupuncture and herbal medication, meditate in serene enclosure with tea service or walk on a specially made pebbles stone path which improves your blood circulation.

-- 4. Mongolian Cultural Center

This is a turtle shaped existing building, here visitors will enjoy various cultural shows, Sharman trans-dance show, Ancient Mask show of 108 masks, cultural son & dance, Hummi & Throat Singing,

Contortionist, Tradition costume fashion show and more... Adjourning to the hall will be an amphitheatre which will feature a musical fountain with laser light show in the night featuring animated stories of chinggis khan and the golden whip. On the whole visitor with get to enjoy the spectacle culture during the day, rest relax and enjoy the shows in the night.

#### -- 5. Chinggis Khaan Hotel

A four star hotel with 200 rooms, Sky lounge, all day dinning restaurant, Mongolian style Bar and an indoor pool and pool-side cafe. Hotel will be conceptualized with the theme of Mongolia and each room will feel like staying in a ger (note: Mongolian for yurt, the traditional round nomad's tent) with modern facilities.

#### -- 1.1 Objective and Mission

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The current and past status of the region's politics and deterred many investors, big and small to do something there, but many have tried and failed due to improper partnership and bad blood between politicians and redevelopers. This will all soon change with the changing of major of the region and with the keen support of the public; many things are achievable in this area. It is currently a blank canvas ready to be painted. Property acquisition is a perfect timing for capitalization.

With the privatization of the Niagara falls international airport and our partners involvement in it, it would be perfect for visitors accessibility to the region, cheaper fare due to cheaper handling fee compared to Toronto and buffalo airport, the cargo potential is also great as Canadian side can export cargo to Ivanhoe mines, Boro gold and Rio Tinto sites at cheaper rates. (Note: According to their remarks to us, supporting this facility planners envision regularly-scheduled cargo flights creating a massive air bridge between Ulaanbaatar's Chinggis Khaan International Airport and

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Niagara Falls International Airport.)

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#### -- 2.4 Business Concept

The management of the proposed development will be fully foreign managed and will be staffed by foreign trainees from Philippines, Indonesia and Mongolians for rank and file positions.

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#### -- 7.0 PROMOTIONAL IDEAS

-- Retailing of MCV merchandise of souvenirs

-- T-Shirts, Caps, Jacket (Leather & Demin), Lighters etc....

-- Oversized cocktail long drink mugs which can be reuse as gifts

-- Gemstone drinks week

-- Membership Card for selected few based on spending power and monitored over time.

-- Data management of patrons and reward system

End excerpts

MINTON